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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant(s): Chickering et al.

Serial No.: 09/681,050

Filed: 12/8/2000

Title: Decision Theoretic Approach to  
Targeted Solicitation by Maximizing  
Expected Profit Increases

Group Art Unit:

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Examiner:

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Technology Center 2100

Attorney Docket No.: 1018.121US1

Assistant Commissioner for Patents  
Washington, D.C. 20231

**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b) (Within three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date of Deposit: 12-19-00

Typed Name: Michael Dryja

Signature:

Respectfully submitted,

Michael A. Dryja  
Attorney/Agent for Applicant(s)  
Reg. No. 39662

Date: Dec 19, 2000  
Telephone No.: 425-427-5094

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